

SANDY CITY
APPROVED CLASS SPECIFICATIONS

I.	<u>Position Title:</u> Communications Director	<u>Revision Date:</u>	01/17
		<u>EEO Category:</u>	Professional
		<u>Status:</u>	Exempt (Exec.)
		<u>Control No:</u>	20103

II. Summary Statement of Overall Purpose/Goal of Position:

An Appointed Category I position under the general direction of the Deputy Mayor performs highly responsible staff and administrative work. Represents the City in various situations and maintains relationships with persons inside and outside the City. Supervises and performs various projects relating to communications, marketing, branding, web development, public relations and intergovernmental relations. Assists Administration in promoting the city, the city brand, city operations and city services to the general public.

III. Essential Duties:

Creative Direction

- Act as the city's director for creative communications to distil news and content to infographics, snippets, quick soundbites and other succinct and relevant messaging.

Concept Developer (MindMap, SWOT, etc.)

- Develop project overviews and special project presentations.

City Communications Coordination

- Acquire current and relevant information from Deputy Mayor, CAM members and departments to communicate to citizens or other specific audiences.
- Works with City departments to coordinate city communications to ensure consistency and uniformity in messages to the public and media outlets and to ensure communications focus on accomplishing global city objectives and policies.

Back-up PIO

- Provide media support where needed as a back up to the PIO including media outreach, media management, and developing of media materials. (i.e. press kits, image development, etc.)

Communication Medium Supervision

- Supervises the use of all communication mediums available to the city, including but not limited to the city's website, newsletter, utility bill inserts, mailers, social media platforms, government access channel, billboard space, marquee usage, advertising buys, and so on

Staff Management

- Oversee the Communications Department staff.

Communications Budget Monitoring

- Work with Deputy Mayor to set appropriate Communications Department budget. Prepare, submit and oversee the use of communications annual budget.
- Supervises the use of marketing resources and mediums available to the city.

Meeting Representative

- Attend city meetings (including partnerships like Healthy Sandy, Sandy Pride and Tourism) as needed as a representative of the Communications Department and Sandy City's marketing efforts.

City Image/Brand Policing

- Supports and administers the city's brand and brand promise. Works with departments and city employees to make sure all employees act as ambassadors of the city's brand.
- Continue to work on streamlining and creating continuity of the Sandy City brand citywide and department-wide. Design overall city brand guidelines and all creative forms of Sandy City communication.

Department and CAM Facilitator

- Run meetings with the Communications Department as well as the CAM team.

Communications Overarching Design

- Develop tactics, messaging and imaging for various projects for departments through the city as an "ad agency" adviser.
- Supervises the development of traditional communication tools. For example, flyers, fact sheets and surveys, as deemed necessary.

Editorial Approval

- Review and approve all major communication for city and department channels and run messages up the flagpole to Deputy Mayor and other city administration as necessary.

City TV Channel

- Develop graphics and maintain the city government television Channel 17.

City Newsletter Designer

- Compose and design the monthly city newsletter.
- Oversees the preparation of the community newsletter, including content development and management, layout, editing and publication.

Crisis Communications

- In the event of an emergency or city situation, strategize appropriate internal and external communications and oversee Communication Department roles in the JIC and coordinate with the field PIOs.

City Website(s)

- Oversees the maintenance of the city Internet home page, including content development and management, layout, editing and publication.

Channel Development

- Supervises the development of digital communication tools and mediums. For example, social media platforms, mobile apps, digital ad buys, and other digital communication methods, as deemed necessary.

Advertising Supervision

- Oversees any advertising done by the city.

Presentation Development Supervision

- Oversees the development of presentations for events, internal communication and public outreach.

City Banner Design

- Creates city banner designs. Coordinates and supervises the use of banners and other signage throughout the city to promote the city and city events.

IV. Miscellaneous Duties:

- At the request of the Deputy Mayor, assists with intergovernmental relations and legislative affairs.
- Serves on the Healthy Sandy Steering Committee and assist Healthy Sandy with outreach, communications and promotions.
- Supports tourism efforts within the city.
- Supervises the Sister Cities program.
- Performs other duties as assigned.

V. Qualifications:

Education: Bachelor's degree in public administration, business, communications, public relations or related field required. Strong writing and web development skills preferred.

Experience: Requires five years related work experience with progressively increasing responsibilities; may substitute an equivalent combination of education and experience.

Certifications/Licenses: Valid Utah Driver's License is required.

Probationary Period: Not applicable. This is an appointed position exempt from the protections described in Utah Code Ann. Section 10-3-1105(1)(a).

Knowledge of: Public relations and media relations, specifically intergovernmental cooperation and press relations; web management development and design; social media platforms, mobile applications, computer software including word processing, desktop publishing and web development.

Responsibility for: Working with departments on public relations efforts and programs; choosing the proper type of communication medium to present information to the Mayor's Cabinet, the City Council, citizens and media outlets; management and oversight of the city's web page, cable channel and newsletter; and working with departments on various special projects.

Communication Skills: Communicate effectively verbally and in writing; maintain contacts with departments, furnishing and obtaining information requiring tact and judgment to avoid friction; frequent contacts with executives on matters requiring explanations and discussions; outside contact with public presenting data that may influence important decisions; frequent contacts involving the carrying out of programs and schedules requiring the influencing of others to obtain desired result; regular and frequent outside contact with persons of high rank, including the media, requiring tact and judgment to deal with and influence people; requires a well-developed sense of timing and strategy; constant contact with elected officials, leaders of other organizations, the public, the media and others.

Tool, Machine, Equipment Operation: Requires regular use of a personal computer, printer, copier and telephone system.

Analytical Ability: Prioritize tasks; work well under pressure and impending deadlines; establish effective working relationships with employees, Department Heads, the media and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations. Organize, establish and delegate meaningful goals; work well under pressure and impending deadlines; establish effective working relationships with employees, Department Heads and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations; balance multiple conflicting priorities and make decisions that are subject to criticism and interpersonal conflict.

VI. Working Conditions:

Physical Demands: While performing duties of job, employee typically handles office equipment, objects, or controls and frequently communicates with others. Moderate physical exertion is present due to

moderate stooping and kneeling required. Employee will sit or stand for long periods of time and may move up to 20 pounds.

Work Environment: Employee will work in a generally comfortable office setting. The noise level in the work environment is usually minimal. Great mental effort is required daily; moderate mental pressure and fatigue exist during a normal workday due to constant exposure to deadlines; frequent contact with high-profile individuals.

The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

Dept/Division Approval: _____ DATE: _____

Human Resource. Approval: _____ DATE: _____